

Sales Page Copy Writing Formula

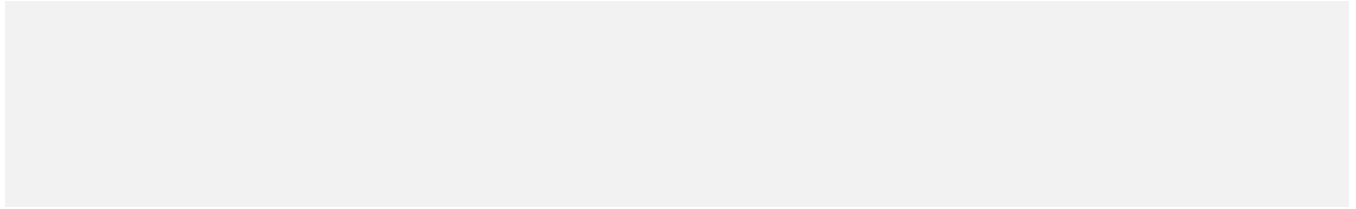
12 STEPS TO GET YOUR SALE PAGE LIVE TODAY

1. ☐ WRITE A HOW-TO HEADING
2. ☐ SUPPORT WITH A SUB-HEADING
3. ☐ PROBLEM AND SOLUTION LEAD
4. ☐ TELL THE FUTURE
5. ☐ ESTABLISH CREDIBILITY
6. ☐ BENEFITS OF THE FEATURES
7. ☐ SHOW PROOF
8. ☐ WRITE THE OFFER (FEATURES)
9. ☐ PROVIDE SECURITY WITH GUARANTEES
10. ☐ ADD SCARCITY AND URGENCY
11. ☐ CALL TO ACTION BUTTON
12. ☐ ADD A P.S. FOR THE SKIM-READERS

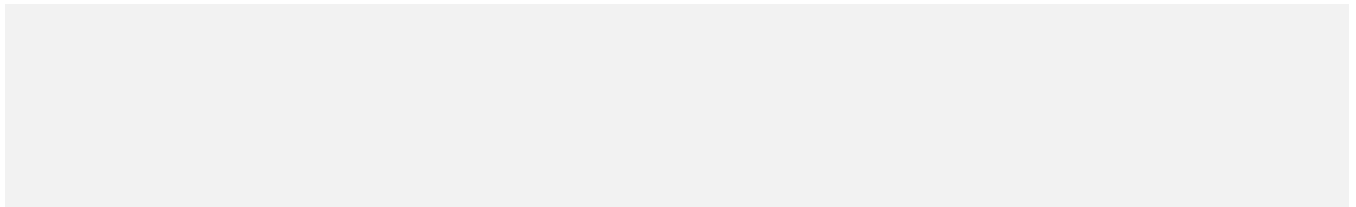
HOW TO MARKET YOUR COURSE OR MEMBERSHIP

LET'S GET STARTED

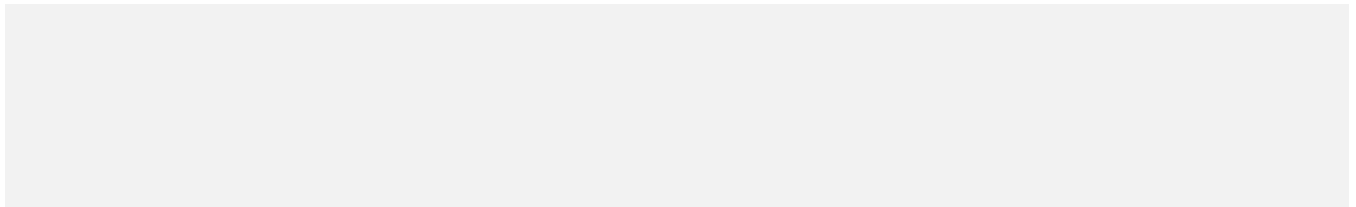
1. WRITE A HOW-TO HEADING



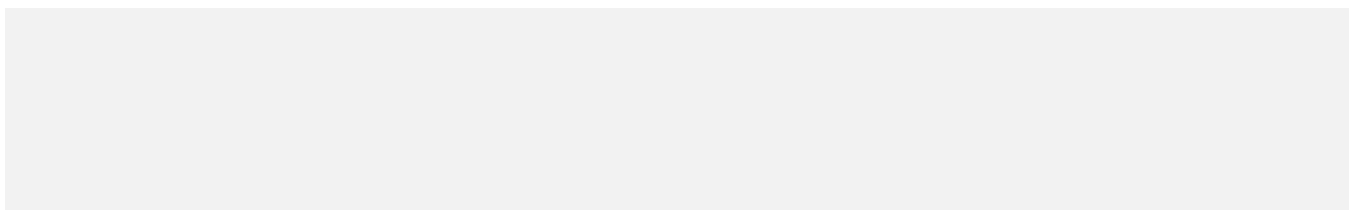
2. SUPPORT WITH A SUB-HEADING



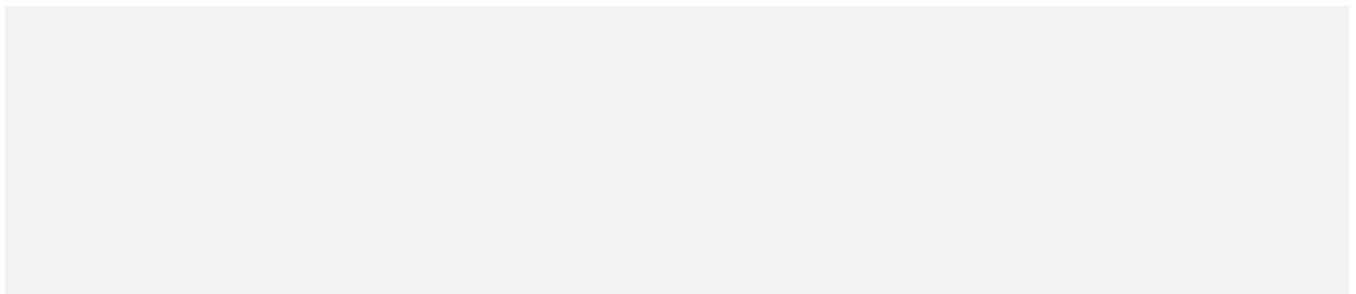
3. PROBLEM AND SOLUTION LEAD



4. TELL THE FUTURE

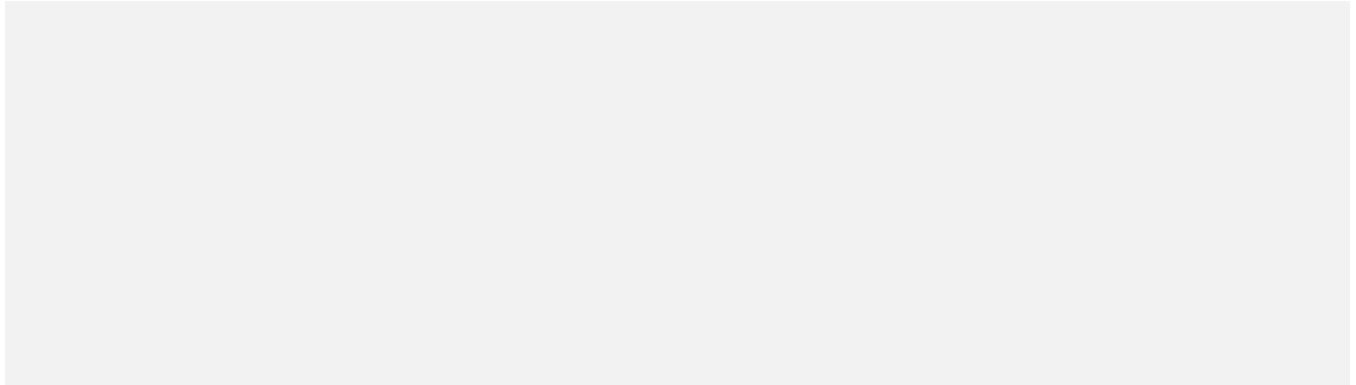


5. ESTABLISH CREDIBILITY

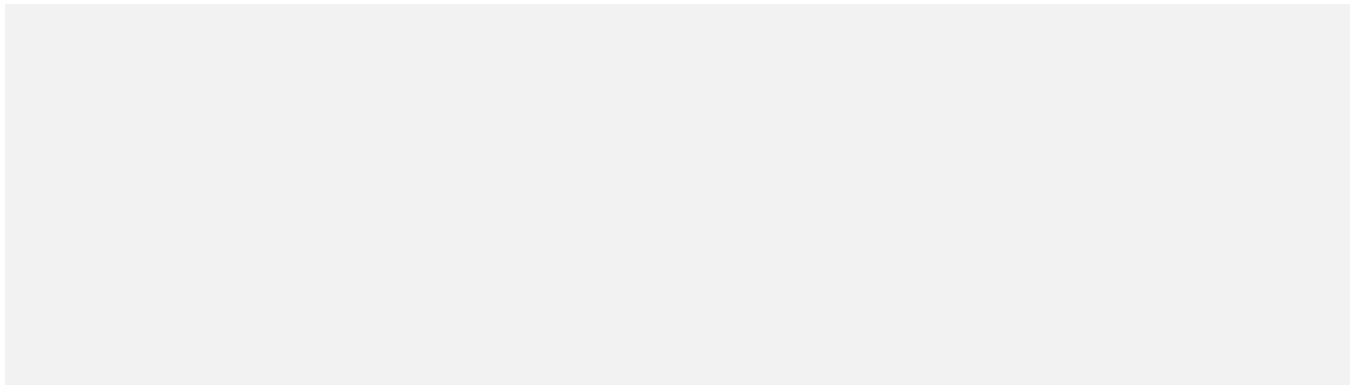


HOW TO MARKET YOUR COURSE OR MEMBERSHIP

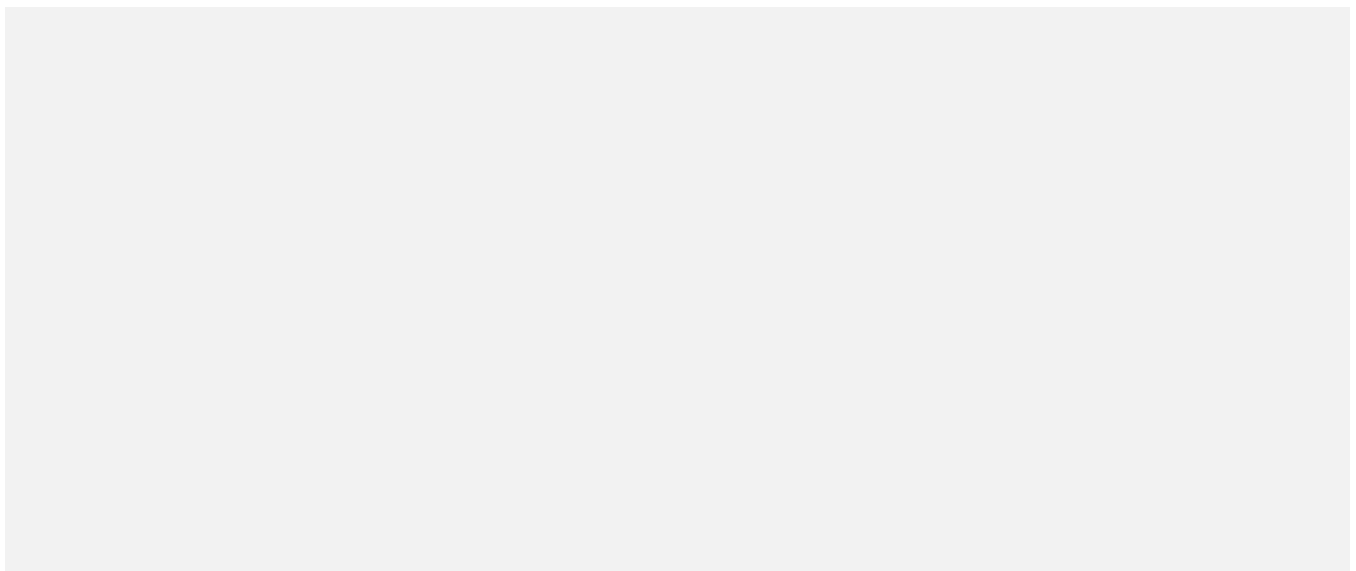
6. BENEFITS OF THE FEATURES



7. SHOW PROOF

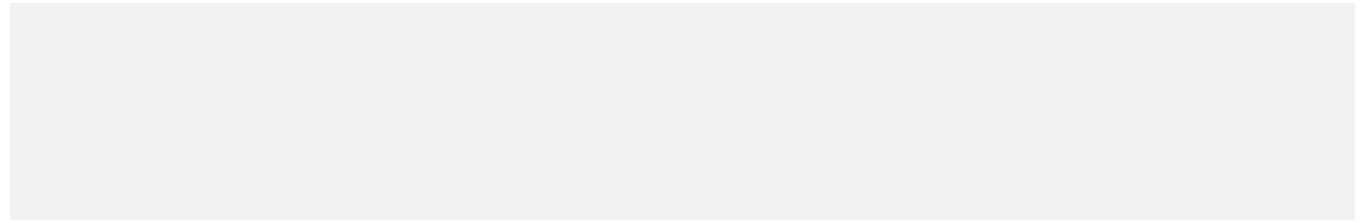


8. WRITE THE OFFER (FEATURES)

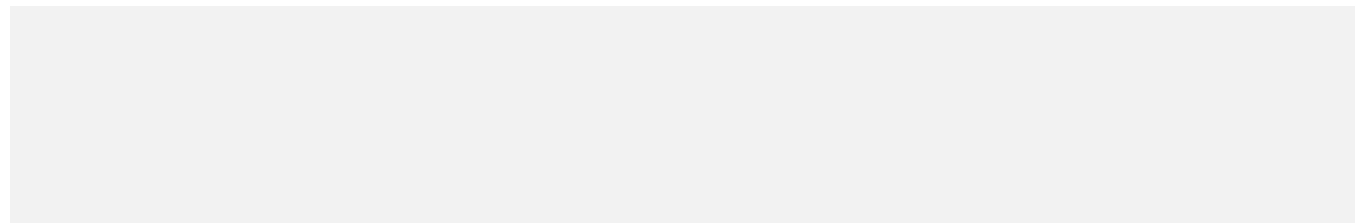


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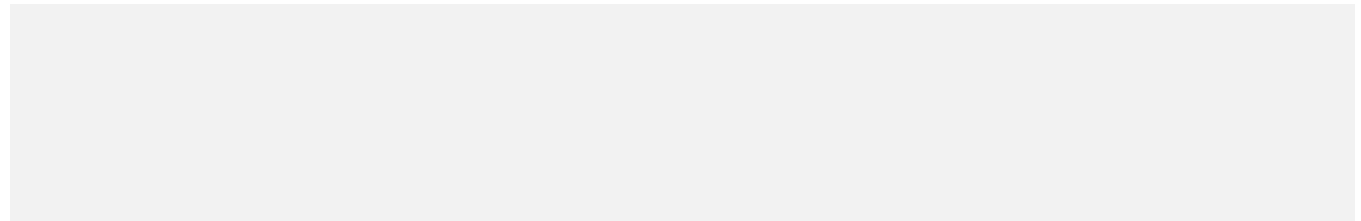
9. PROVIDE SECURITY WITH GUARANTEES

A large, empty rectangular box with a light gray background, intended for text or graphics related to the '9. PROVIDE SECURITY WITH GUARANTEES' section.

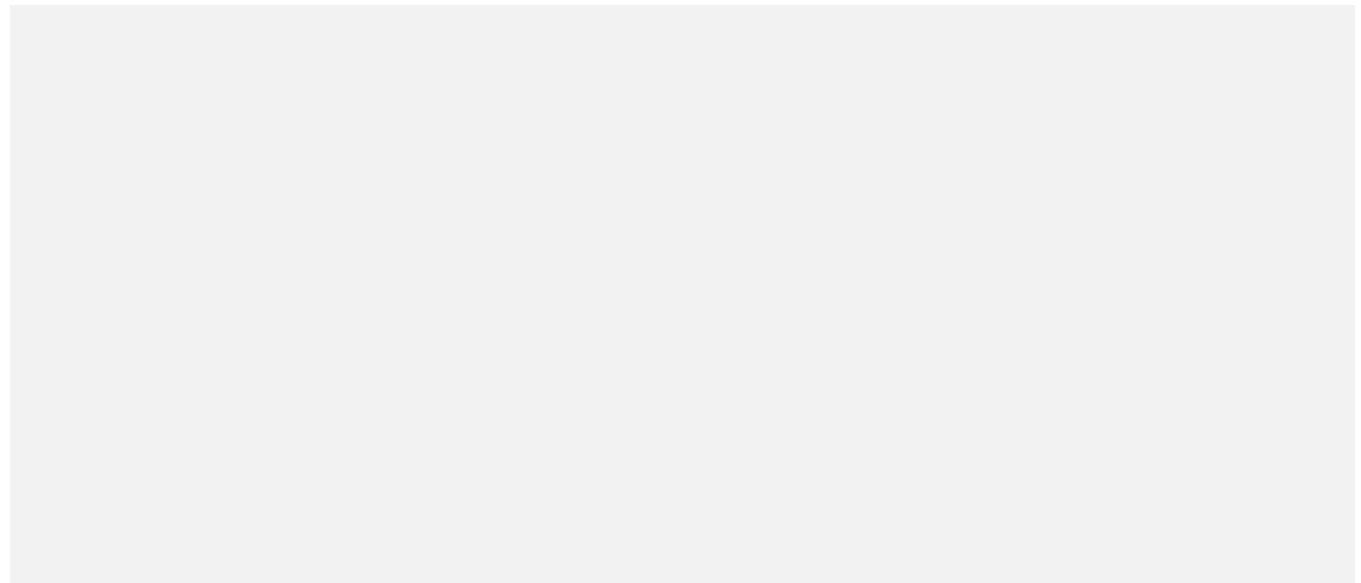
10. ADD SCARCITY AND URGENCY

A large, empty rectangular box with a light gray background, intended for text or graphics related to the '10. ADD SCARCITY AND URGENCY' section.

11. CALL TO ACTION BUTTON

A large, empty rectangular box with a light gray background, intended for text or graphics related to the '11. CALL TO ACTION BUTTON' section.

12. ADD A P.S. FOR THE SKIM-READERS

A large, empty rectangular box with a light gray background, intended for text or graphics related to the '12. ADD A P.S. FOR THE SKIM-READERS' section.